How to Set and Achieve Your Goals

Why Goals Matter

A simple truth: your team can't achieve a goal it doesn't know about.

People who set goals are more successful

69% of high performing companies rank communicating business goals company-wide as the most effective and important way to build a high performing team.

High-achieving organizations are **21%** more productive than their counterparts.

You waste **30%** of your capacity and performance potential when you don't focus on your goal.

Goals are essential to engaging teams in achievement and retaining talent

Engaged teams return **28%** higher same-year operating margin (this is a big deal).

and... **3x** higher than companies that failed to engage their employees in achievement.

Why Goals & Teams Fail

Companies fail to achieve strategic change goals **70%** of the time, often because people aren't committed and engaged in achievement.

Goals Don't Inspire Achievement

87% of employees not actively engaged in achievement.

They're Irrelevant to People

93% can't translate a goal to their actions.

They're Quickly Forgotten

After goals are set, everyone goes back to reacting to their inbox.

50% of managers have difficulty driving accountability.

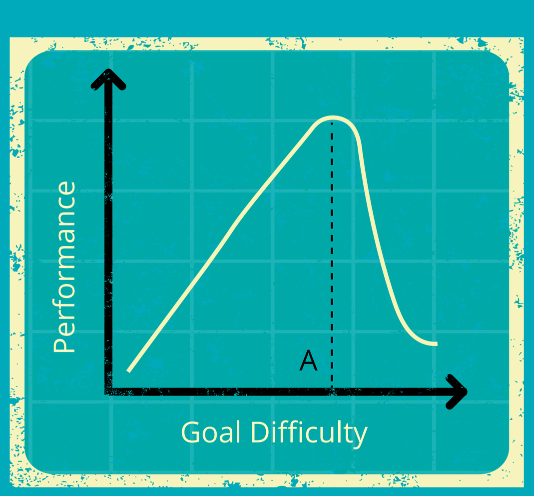
They're Never Translated to Action

Execution is everything

but only **7%** of employees know what they need to execute on to achieve organization goals.

Set and Achieve Goals

To inspire and engage people in achievement, goals should stretch people to greatness but not be beyond their reach.



Not too easy, not too hard...

Easy goals don't engage or inspire achievement. Impossible goals demoralize people and sabotage the culture in the long term.

Inspire to aspire

Goals are like morning coffee: They should energize people. Goals provide the purpose for work and extraordinary effort.

Less is More

With goals, less is more. Limit goals to 3-5 to focus attention and help people make better choices with their time. Break annual goals into smaller chunks to galvanize execution and reduce risk of failure.

The 3 Second Rule

People should be able to find the goals they're trying to achieve in 3 seconds. Email is competing with goal achievement, so make goals as present as the inbox. It should be as easy to find and work on truly important things as it is the last incoming message.

Define Success

Establish the time line for goal achievement and the metrics for success. Quantify what achieving your inspired goals looks like; use balancing metrics for things like revenue and quality to get the right results. Decide and communicate how goal achievement will be measured. When the team knows what success is, it's much easier to achieve.

Plan to Achieve

Raise odds of achievement to **90%**

Break goals down into specific actions and commitments. Achieve the plan by reviewing progress against key commitments and your metrics at least weekly.

Don't Fear Accountability

50% of managers don't hold people accountable or give constructive feedback when people are off course.

but...

72% of people say their performance would improve if they did.

Drive with a Dashboard

Dashboards should have goals, metrics, deliverables, and their status; triage execution priorities, manage risks and maximize achievement velocity.

Celebrate Progress

Put a high value on celebrating incremental progress to make even more progress. These celebrations increase personal satisfaction and create resiliency for when big obstacles arise.

The payback:

83% of employees say recognition is more rewarding than cash.

Make the Leap from Goal to Achievement!

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Goals & Metrics | Actions Required | Progress Accountability | Feedback & Reward

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The Zen of Achievement

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